

To: MREARDON--VCH0021A Michael Reardon

From: Jean Bangertex
Subject: Trade Mark Ad - Norway

Magnus' comments are certainly interesting. Fortunately, in a way, we don't have any suitable magazine in Norway in the end!

As to Denmark, Leo Burnett are now proceeding with typesetting and I am therefore not sure, given applicable deadlines, whether we could still change the text should we so wish. May I ask Johan, by copy of this note, to please urgently fax, or have our Danish lawyers fax, a revised Danish text if this is felt necessary. We would do our best here to have LB amend the typesetting accordingly but can't guarantee it.

Kind regards

*** Forwarding note from JPUOTILA--VCH0021A 20.10.92 16:22 ***

To: MREARDON--VCH0021A Michael Reardon

From: Johan Puotila
To : Michael Reardon
Subject: Trade Mark Ad - Norway

Michael,

I just received a copy of Mr. Hellesylt's comments on the Norwegian version of the trade mark ad. To the extent I understand Norwegian, his comments are very valid.

In addition to what magnus says; I find that the Norwegian version includes the same error in translation when it comes to paragraph two than the Swedish did. The English statement "We are particularly concerned about the use of our tobacco trademarks on childrens' items" is translated into "Vi er spesielt bekymret over at vare tobakksvaremerker....", which actually means that we are especially concerned about our tobacco trade marks being used on childrens' items, i.e the statement makes an implication that this use is a matter of fact in Norway. Perhaps Magnus could phrase this better to match the original English text.

It also seems like the Danish translation includes the same error (We are .. over that our tobacco trade marks are being used on childrens' items.)

Best Regards

Johan

cc: JBANGERT--VCH0021A Jean Bangertex

cc: JPUOTILA--VCH0021A Johan Puotila
DMURPHY --VCH0021A Diane Murphy

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